

# **Strategic marketing analysis of premium package products of joint stock investment commercial bank “Tatfondbank”**

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## **Abstract**

© 2015, Asian Social Science. All rights reserved. The work of banking institutions is diverse. Their activity is an integral and significant part of market economy of a country. The result of the work of a lending institution is a banking product as the product of corporate efforts of a bank personnel as a whole, but not of an individual bank employee. A banking product, as any other product yielded in market environment, should primarily meet the needs of its clients. Its development and implementation is accomplished in accordance with adopted strategy of development of a certain bank, aimed at the increase of client base, rendering qualitative service, profit making, cost saving etc. As part of working on performance evaluation and marketing strategy construction, we would like to dwell on the issue of a current trend in the modern multifaceted banking sector of Private banking (or VIP servicing facility) using the example of one of the major players in the market of Russian banking services – Joint Stock Investment Commercial Bank “Tatfondbank”.

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## **Keywords**

Marketing strategy, Private banking, Product, Vip banking service